

# South Elden Area Plan

Comprehensive Plan Amendment

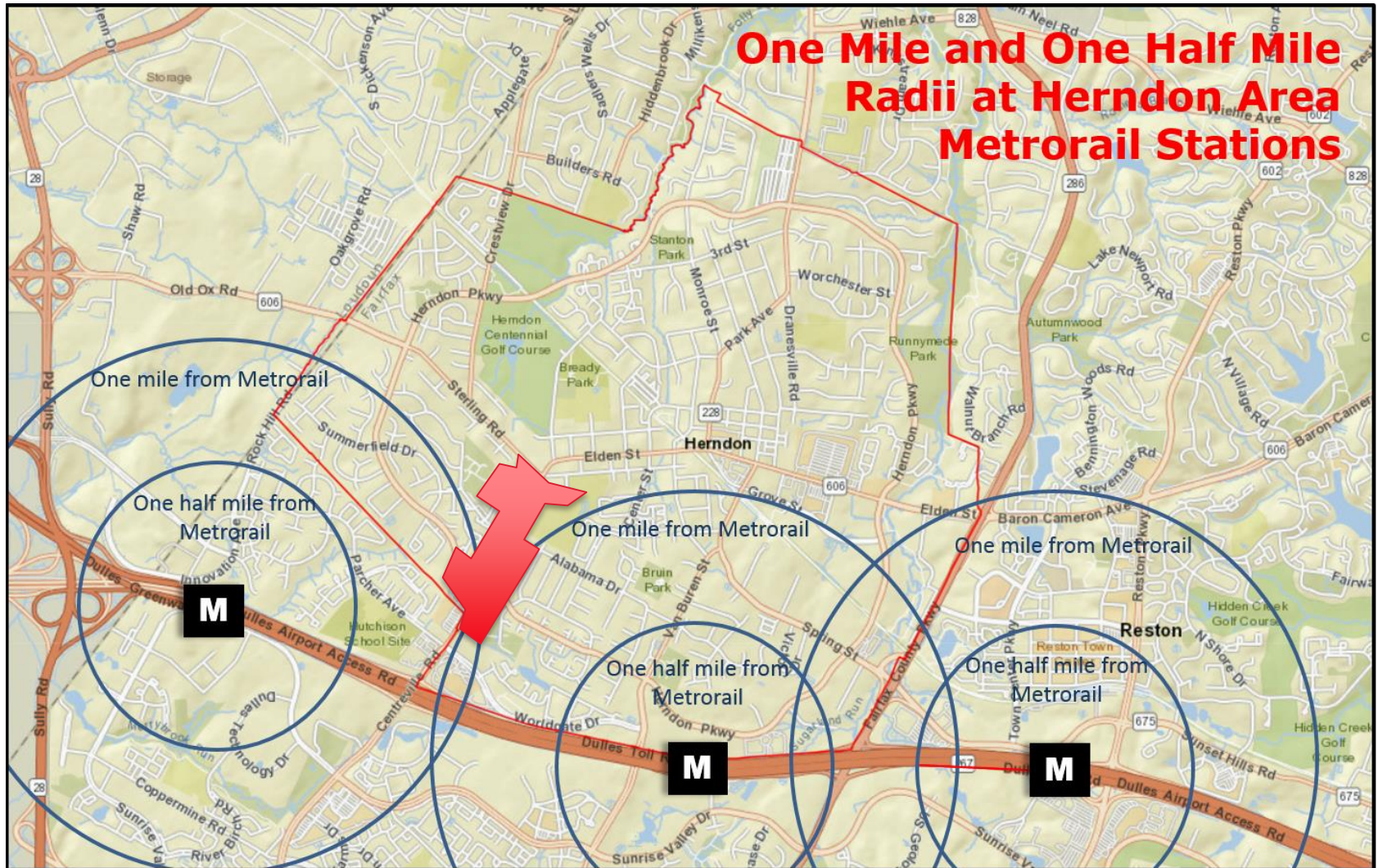
CPA #18-01

February 12, 2019

# An Area Plan – *What and Why*

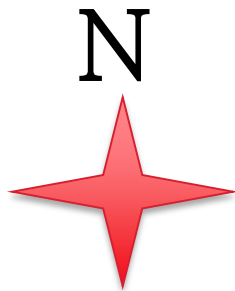
- An amendment to the adopted Comprehensive Plan to create a future development policy for a specific area
- What is the Comprehensive Plan
  - Virginia State Code:
    - “The local planning commission shall prepare and recommend a comprehensive plan for the physical development of the territory within its jurisdiction and every governing body shall adopt a comprehensive plan for the territory under its jurisdiction.”
  - The 30,000 feet view of the Town’s future
  - Guides future land use decisions

# The Study Area





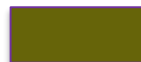
# South Elden Area Plan



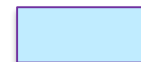
# Existing Land Uses and Intersections



Retail



Utility



Commercial  
Mixed-use



Office



Residential



Intersections

# So. Elden Area Plan Planning Process to Date

|                        |   |
|------------------------|---|
| June 2017              | PC requests plan amendment                                      |
| January-May 2018       | Meetings with owners, analysis of constraints and opportunities |
| June 26, 2018          | Public input meeting  |
| July 2, 2018           | PC continues to accept public comment during a public hearing   |
| July 10, 2018          | Town Council approves formal initiating resolution              |
| Summer 2018            | Completion of infrastructure analysis                           |
| August – December 2018 | Review and revision - 5 PC public hearings                      |

# So. Elden Street Area Plan Vision

- ***Vision Statement:*** “....a vibrant mixed use area with a diversity of housing choices as well as attractive commercial uses serving nearby residential areas...” “...pedestrian friendly built environment...” with “a variety of multimodal options...”

# So. Elden Street Area Plan Goals

- Preserve and protect neighborhoods
- Diminish impacts of background growth
- Create and enhance connectivity to Metrorail
- Retain and strengthen bus transit
- Provide and protect a diversity of housing
- Preserve and enhance non-residential tax base.
- Increase residential units
- Incorporate sustainable design
- Balance development with infrastructure
- Create a gateway

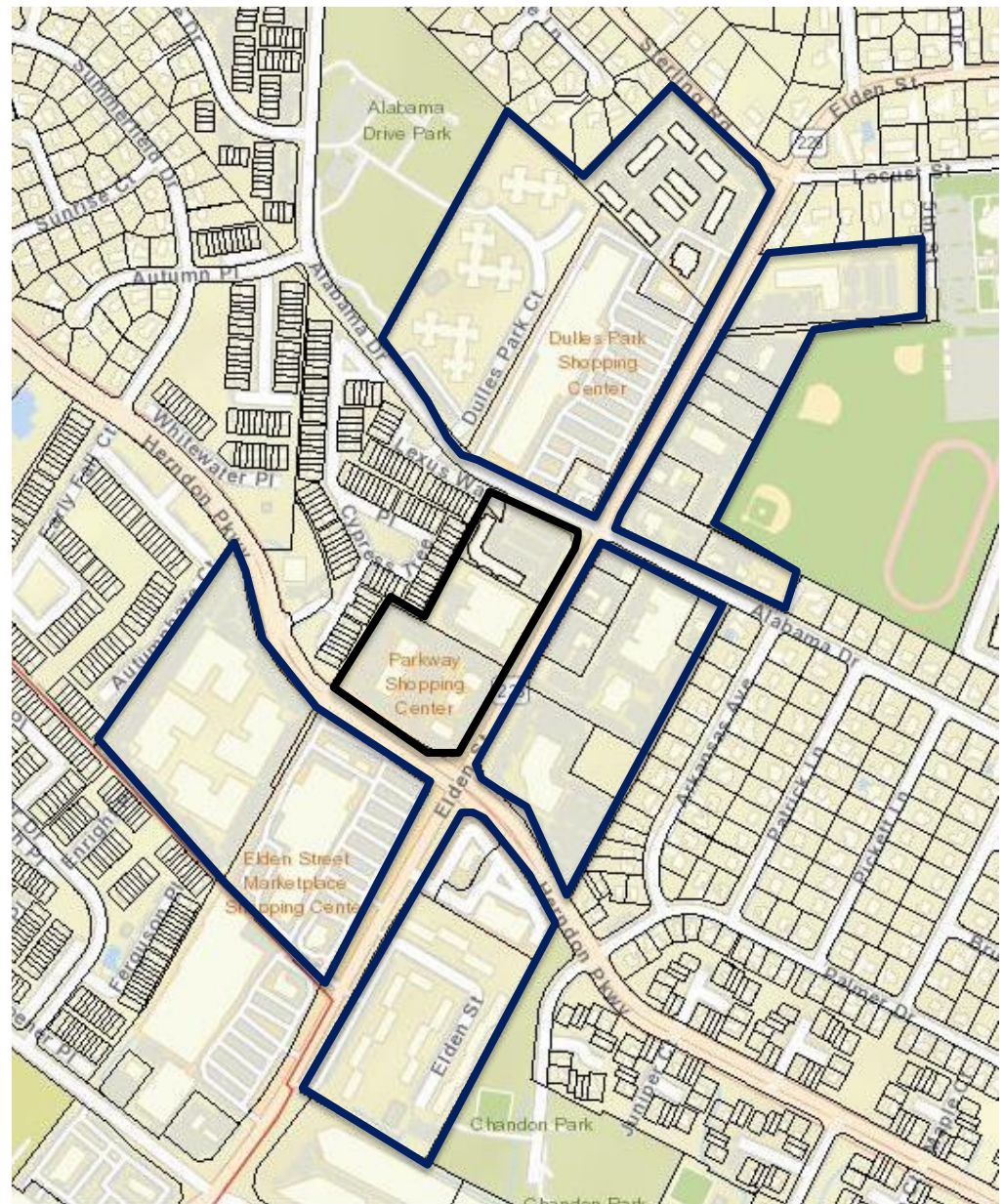


# Opportunities

- Aging retail centers
  - Potential for future mixed-use
- Existing transit service
- Adjacent residential neighborhoods
- Close to parks
- Car and bus volume

# Constraints

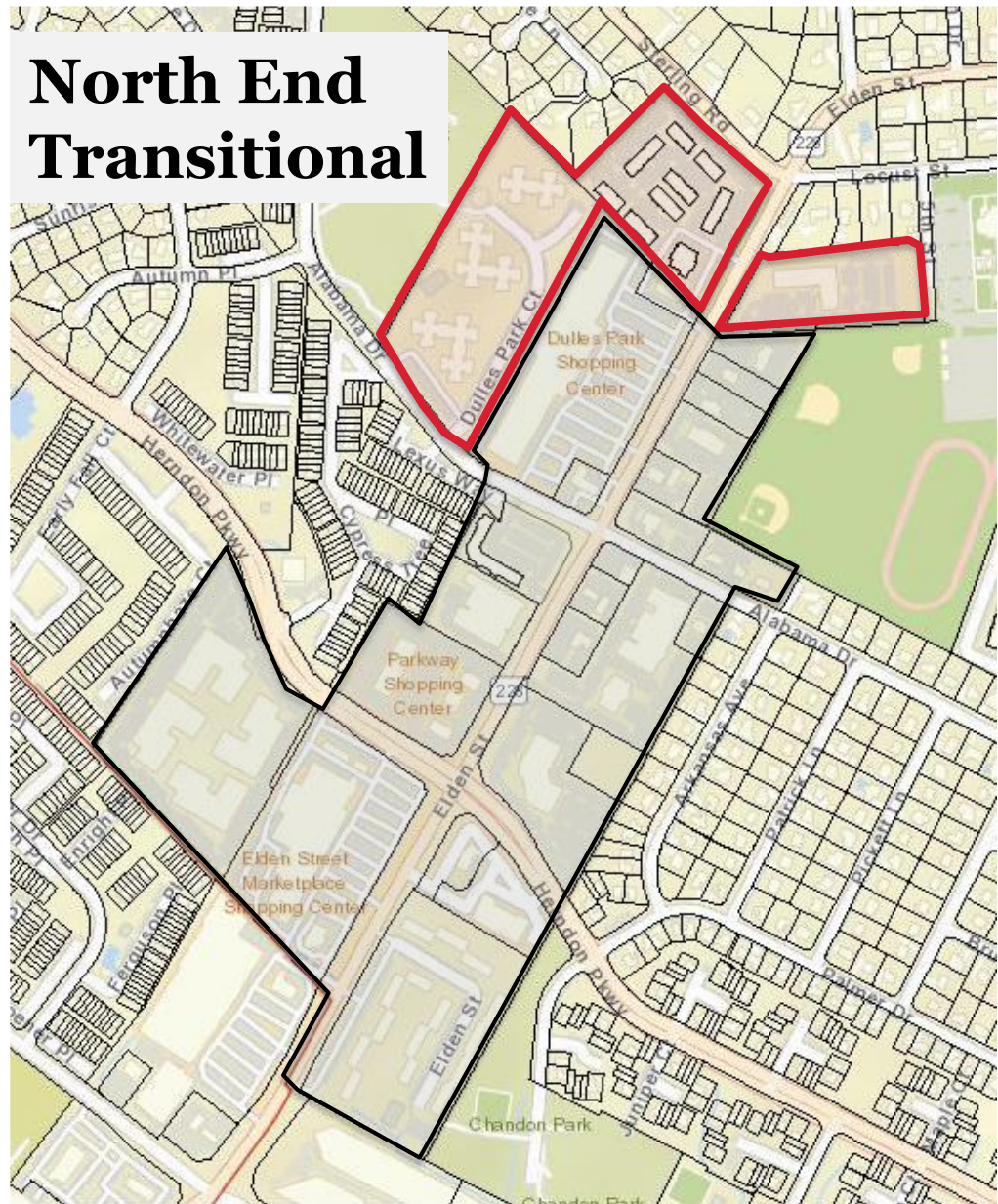
- Traffic
- Adjacent residential
- Water and Sewer
- Redevelopment
- Private ownership
- Size and shape of parcels





# Tier One

- Existing
  - Office
  - Multifamily residential
  - Extended Stay hotel
- Policy
  - Adaptive but not incentivized
  - Future zoning = current zoning
- Basis
  - Most constrained intersection
  - Provides well positioned multifamily units
  - Adjacent/gateway to residential heritage district
  - Hotel relatively new construction





# Tier Two

- Existing
  - Office
- Policy
  - Adaptive
  - Permits change to residential
  - Mix of two-over-two and townhouse
- Basis
  - Obsolete office form
  - Isolated office location
  - Transition to existing townhouses
  - Residential transition to future mixed-use development

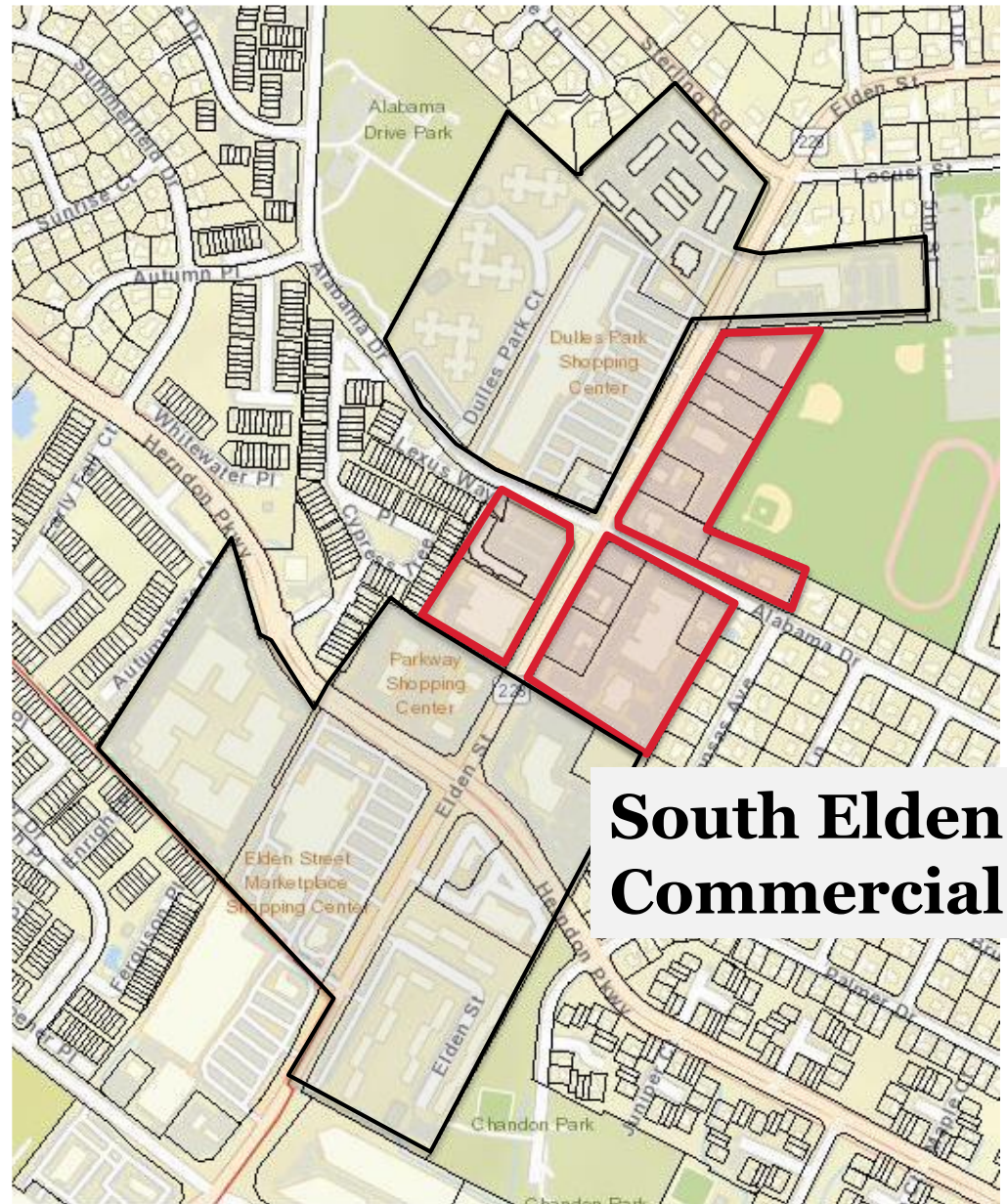
## Transitional Urban Residential





# Tier Three

- Existing
  - Office
  - Retail
  - Restaurant
  - Utility (Verizon)
- Policy
  - Adaptive but not incentivized
  - Future zoning = current zoning
- Basis
  - Small lots, several of which are limited in depth
  - Long-term need for Verizon structure
  - Ability of properties to upgrade and re-imagine to serve existing and new customer base

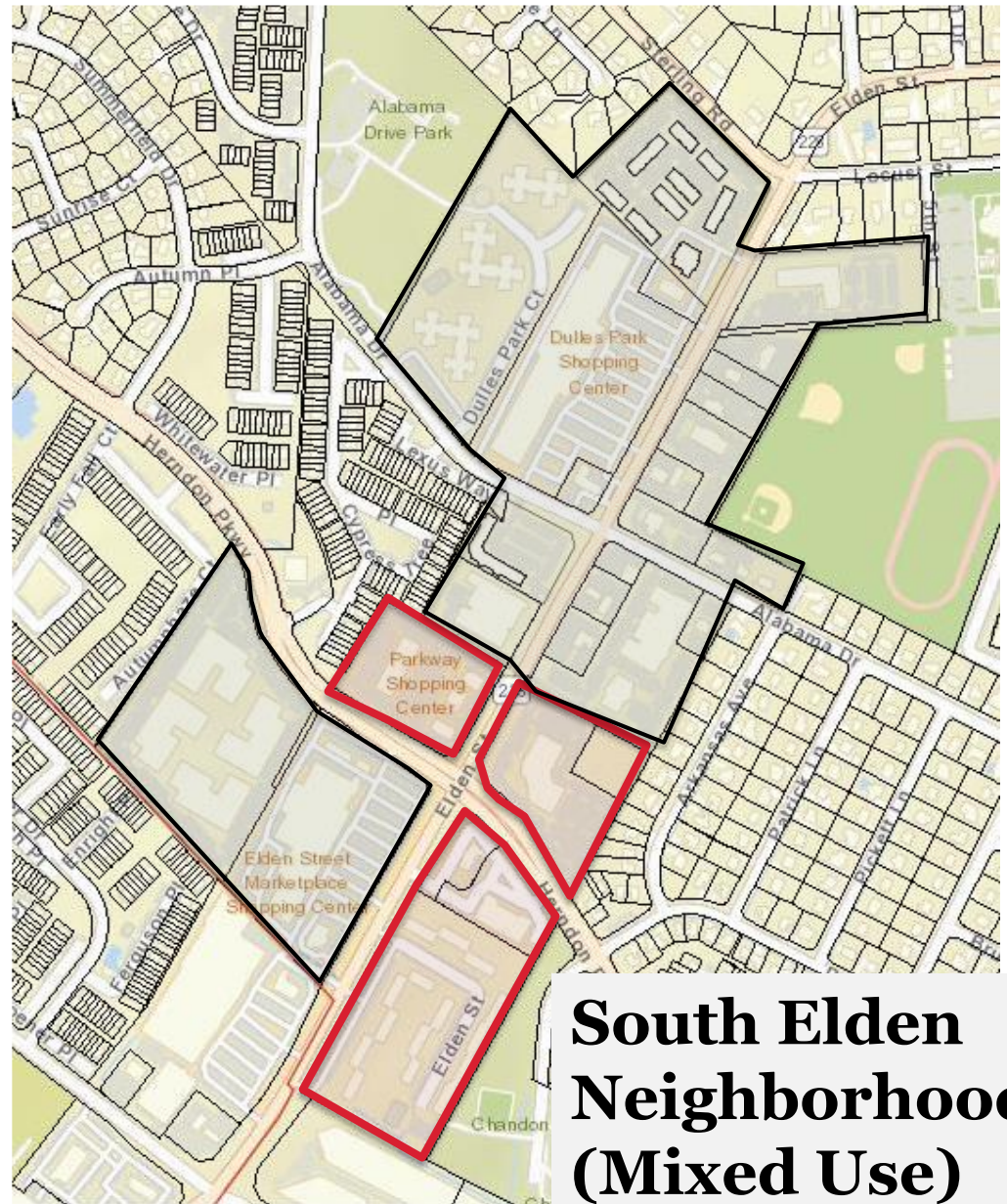


**South Elden  
Commercial**



# Tier Four

- Existing
  - Office
  - Retail
  - Restaurant
- Policy
  - Adaptive some incentives
  - Retain existing commercial sq. ft.
  - 24 /units per acre adj. to existing single family residential & PD-R.
  - 30/units acre if abutting commercial or multifamily
- Basis
  - Gateway to Herndon
  - Access to Elden and Parkway
  - Parcel size and configuration
  - Location within one mile of Metrorail
  - Protect abutting residential

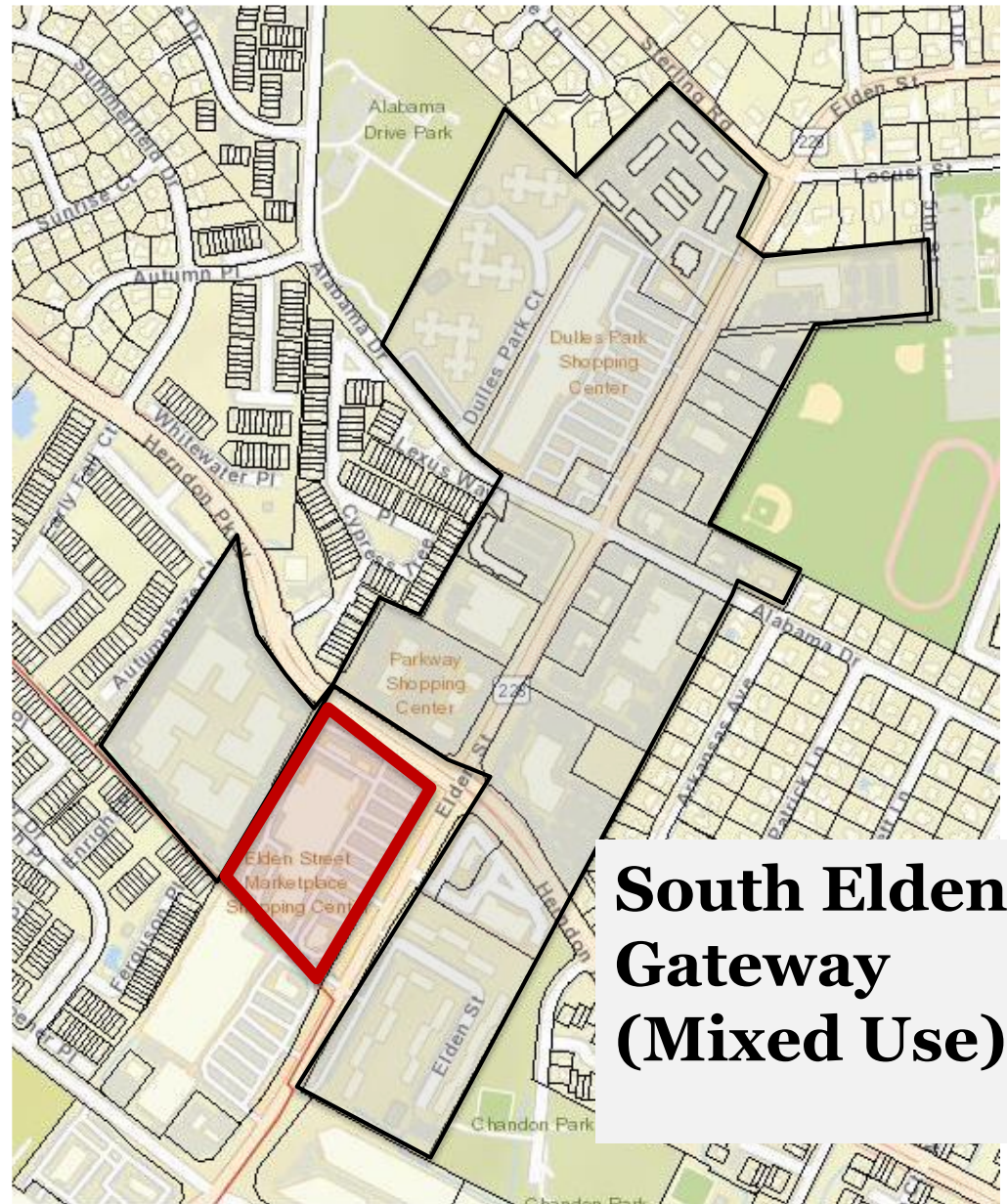


**South Elden  
Neighborhood  
(Mixed Use)**



# Tier Five

- Existing
  - Retail
  - Restaurant
- Policy
  - Adaptive and incentivized
  - Retain existing commercial sq. ft.
  - Up to 45 multifamily units per acre
- Basis
  - Aging retail center
  - Gateway to Herndon
  - Access to Elden and Parkway
  - Parcel size and configuration
  - Location within one mile of Metrorail



**South Elden  
Gateway  
(Mixed Use)**

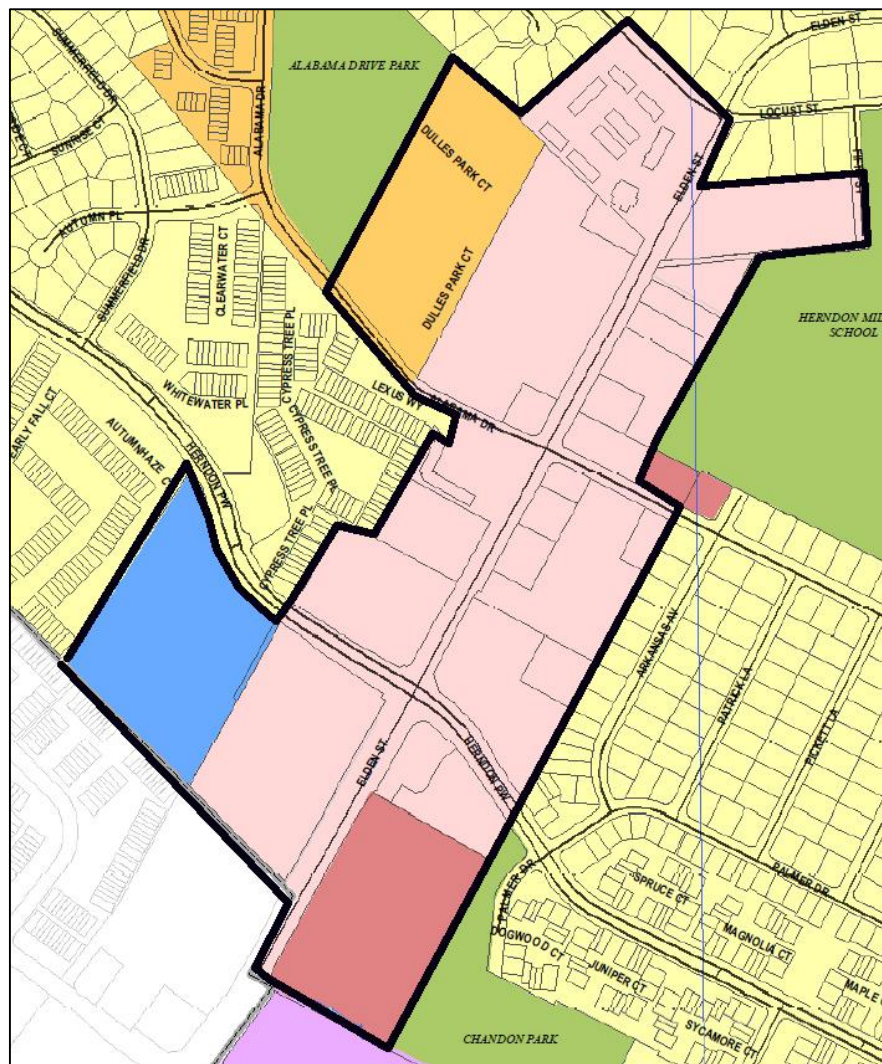
# 2030 Land Use Map Designations in Effect Today

Herndon 2030 Comprehensive Plan Amendment CPA #18-01, South Elden Area Plan

## LAND USE DESIGNATIONS

|   |                               |
|---|-------------------------------|
|   | Community Facilities          |
|   | Neighborhood Conservation     |
| * | Adaptive Areas                |
| * | Adaptive Area - Residential   |
| * | Business Corridor             |
| * | Office Parks & Flexible Space |
|   | Regional Corridor Mixed Use   |

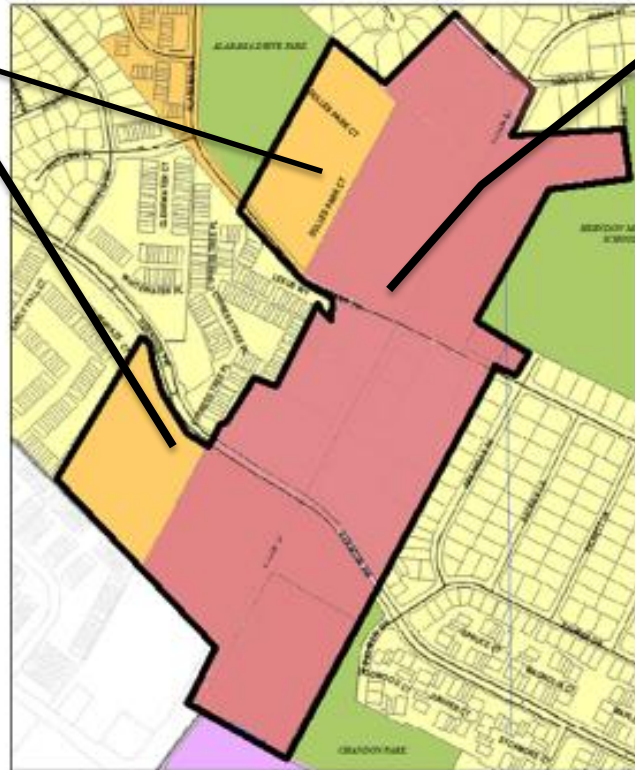
*\* From 2030 Land Use Plan Map, Town of Herndon 2030 Comprehensive Plan adopted 8/12/2008 as amended through 1/13/2015*





# South Elden Area Plan Proposed Land Use Map

**Adaptive  
Residential**



**Adaptive**



# CPA 18-01 – South Elden Area Plan

- Adopting resolution
  - Comprehensive plan map changes
  - Text changes
    - Full description for each of the tiers
    - Vision and goals

# Future Steps Prior to Implementation

- Drafting and adoption of zoning text amendments – public hearings
- Submission of applicant initiated zoning map amendments – public hearings
- Submission of site plans - administrative review
- Architectural Review Board – public hearings
- Building Permits – administrative review
- Construction - late 2020 and beyond